

Date: March 24, 2016

To: Mayor and City Council

From: Thomas J. Bonfield, City Manager

Subject: Moogfest Funding Request

Executive Summary

Moogfest is the newest large multi-day festival event to be located in downtown Durham. Moogfest is the synthesis of music, art, and technology. It is by day, a conference for creative and technology enthusiasts and by night, Moogfest presents performances by pioneers in electronic music, alongside pop and avant-garde experimentalists of today. Moogfest is scheduled to occur in multiple venues throughout Durham May 19-22, 2016. Moogfest organizers are working closely with the City's special events review committee and have also requested \$62,500 in funding from both the City and Durham County to support the community programming components of the event.

Recommendation

That City Council hear the presentation and consider the funding request from Moogfest for their Moogfest 2016 festival.

Background

Moogfest is the newest large multi-day festival event to be located in downtown Durham. Moogfest is the synthesis of music, art, and technology. By day, a conference for creative and technology enthusiasts. By night, Moogfest presents performances by pioneers in electronic music, alongside pop and avant-garde experimentalists of today. Moogfest 2016 will take place in Durham May 19-22, 2016 and is moving from Asheville, NC. Moogfest organizers are working closely with the City's special events review committee and have also requested \$62,500 in funding from both the City and Durham County to support the community programming components of the event. Attendees to Moogfest are expected from North America and throughout the world. The Durham Convention and Visitors Bureau provided an economic overview of Moogfest compared to the other major festivals held in the Spring and Summer that are supported by the City of Durham.

FESTIVAL	ATTENDEES	VISITOR \$\$\$\$	ECON IMPACT	LOCAL TAX \$\$	CITY SUPPORT
FullFrame	35,555	\$2.69 million	\$3.77 million	\$81,903	\$55,000
ADF	26,773	\$6.09 million	\$8.54 million	\$230,912	\$36,000
Art of Cool	4,350	\$1.15 million	\$1.62 million	\$41,941	\$ 5,000
MoogFest	10,250	\$4.94 million	\$6.94 million	\$188,850	

Issues and Analysis

The City has traditionally provided some financial support to large multi-day festivals. The level of support is not an exact calculation and is based on a variety of factors including the overall budget and other funding sources and sponsorships, economic impact, and the level of community programming during and after the festival.

Alternatives

In addition to funding the requested \$62,500 toward the event Council could elect to fund an alternate amount that may ultimately impact some community programming.

Financial Impact

Because it was received after the recommended budget was adopted, funding for this request is not in the current budget. Should Council agree to fund this request an appropriation will be necessary from an "Appropriation Not Yet Authorized" account.

SBDE Summary

An SBDE summary is not applicable to this funding request.

Attachments

1. Moogfest City-County Funding Request Presentation
2. Economic Impact of Selected Festivals